5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Once Amended) A method of converting a base product into a retailer-specific product, comprising:

   providing at least one base product to each of a plurality of retailers, each retailer having indentifying information;

   electronically receiving registration information from a purchaser of at least one base product, the registration information including identifying information of the retailer from which the at least one base product was purchased; and

   electronically transmitting customization information, the customization information based, at least in part, on the identifying information of the retailer from which the at least one base product was purchased;

   wherein the base product is operable to receive and store said customization information.

11. (Unchanged)

12. (Unchanged)

13. (Unchanged)

14. (Unchanged)

15. (Unchanged)

16. (Unchanged)